



SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION AND BACHELOR OF ARTS IN  
INTERNATIONAL STUDIES

END OF SEMESTER EXAMINATION  
BAC 1201: Principles of Communication  
**Special Exam**  
MARKING SCHEME

DATE: 11 July 2017

Time: 2 Hours

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**Instructions**

1. This examination consists of **four** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO**.

**Question 1**

**(30 marks)**

- a) Describe five audience characteristics and in each case, indicate how a relevant principle of communication would determine the choice of words and images in an advertisement that targets that audience. (15 marks)
- b) Read the excerpt below and explain five ways in which the principle of consideration has been compromised. (15 marks)

*We have been pleased to sell fine furniture items for more than two decades. We supply the finest products to customers from all over the country. We are proud to be the only dealer in this area for both the AB & Co and BC & Co. Our record shows at least a ten percent increase in sales every year since Classic furniture was founded in 1965.*

**Question 2**

**(15 marks)**

With the aid of examples in each case, describe five ways in which you can make your business writing more effective.

**Question 3**

**(15 marks)**

Read the statement below and answer the questions that follow.

*Will you ship us sometime, any time during the month of October, or even November if you are rushed, for November will suit us just as well, in fact a little bit better, 300 of the regular three and a half inch blue arm bands with white sewn letter in the middle.*

- a. Explain the principle of communication violated by the writer. (3 marks)
- b. With the use of examples in each case, describe 3 ways in which the message could be made more effective. (6 marks)
- c. Rewrite the statement correctly. (6 marks)

**Question 4**

**(15 marks)**

Distinguish between the principles of conciseness and concreteness and in each case, explain 3 ways in which you can use them in speech.